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100,000

of my
CUSTOMERS
Say

KELLOGG'S
PEDIGREE PLANTS

ARE BETTER



Kellogg's Plants are Worth More

EVERY Kellogg Plant is just what our name implies. Real "Thorobreds." They are the result of over 40 years of scientific selection and careful restriction and breeding. There is as much difference between Kellogg's Thorobred Plants and ordinary plants as between night and day. You will never realize how much better they are until you have planted them in your own garden, like the folks whose letters are placed below.

Kellogg's Have No Equal

"I have grown Strawberries in my home garden for the past 20 years but never have had any to equal the Kellogg Strawberries produced from the plants I bought from you last spring. In flavor, size, color and yield, they are exceptional and I intend to order more Kellogg Thorobreds next spring."

Chas. H. Wells, Massachusetts.

Kellogg's Yield Double

"The 100 Kellogg's Big Late and 100 Premier I bought of you last spring are very fine. I have purchased strawberry plants of your company off and on for the last 25 years and they have yielded at least double the quantity of fruit I have raised from plants purchased elsewhere."

L. F. Search, Alabama.

Kellogg's Worth Three Times More

"I have received catalogs from about 15 different strawberry companies but Kellogg's is the 'cream' of them all.

"As to varieties Kellogg's are the most nearly perfect of any obtainable for quality and size.

"As to quality of plants, Kellogg's are worth three or four times as much as some of the weak plants bought of other companies.

"At first I thought you were a little higher in price than other companies; but that is over-balanced many times by your high-quality plants; 'it is not how cheap,' but 'how good' that counts."

Ira Pletcher, Pennsylvania.

A Sure Crop with Kellogg's

"The heavy frosts late this spring killed about all fruit in this vicinity, but my strawberry patch resisted the frost and produced a very satisfactory crop. The patch, which measures only 30 x 45 feet, yielded 172 quarts of which we kept record and besides the children were in the patch frequently and ate all they wanted. Several friends whose berries were ruined by the frosts couldn't understand why my patch did so well. I told them where I got the plants and advised them to set Kellogg Pedigree Plants if they wanted to be sure of a berry crop."

J. T. Counts,
West Virginia.

Kellogg's Irrigation System

Irrigation is one of the things that makes Kellogg Thorobreds worth more. This picture shows a part of our irrigation system which was installed at a cost of \$26,000.00. Our one aim is to produce the most productive strawberry plants in all the world, and irrigation is part of our equipment that makes it possible for us to do this. Kellogg Thorobreds have proved that they are worth more. Our customers say so, and they ought to know.

Kellogg's Plants are Cheapest in the End

YOU can buy a pair of shoes for \$5.00. You can buy a better pair for \$7.50. At the end of six months the \$5.00 pair is worn out and gone, but the \$7.50 pair is still good for a lot of wear. Which is the cheaper? It is the same way with Strawberry Plants. You can buy ordinary plants for less money. But if you want to grow big crops of big berries, like the folks whose letters are given below, then buy Kellogg's Thorobreds because they are "cheapest in the end."

\$1200 to \$1500 Per Acre

"I have grown Kellogg strawberries exclusively for the past fifteen years and seldom make less than \$1,200 per acre. Last year I made \$1,500 per acre from Kellogg's Everbearing Strawberries. I visited your farm last October and was convinced that you do even more than you claim. Your strawberry book has been worth its weight in gold to me."

W. L. Forbes, Vermont.

Kellogg's Berries Bring Higher Prices

"I have set your plants and raised bigger berries than went into our markets and received from 5 to 10 cents a quart more for your berries than I could get from any other plants bought from other growers."

Jacob Rodgers, Pennsylvania.

Kellogg Berries a Sensation

"My strawberry garden has just about exhausted its large supply of magnificent berries. They were the sensation of our city. Sold some as high as fifty cents per box. The Kentucky varieties were not in competition with your varieties at all. Many people have wanted me to order plants for them next season."

H. C. Wilson, Kentucky.

Paid for a Small Farm

"My strawberry plants have just finished fruiting and I certainly had some fine berries.

"Five years ago, I bought five acres of land at \$200.00 per acre and had only \$100.00 to pay down on it. Although I was a novice at strawberry growing when I bought this land, I kept up my payments right along, and this year my strawberries made the last payment. So you see, I have a warm spot in my heart for Kellogg Pedigree plants. I expect to send you another order for plants next spring."

J. S. Sisson, Missouri.

Never Saw Anything Like It

"I sold sixty 16-quart crates from fifteen rows 160 feet long, or a total of 960 quarts. One man takes all of my berries every year. Last year he paid me \$4.00 per crate, while 24-quart crates of other berries brought only \$3.50 and \$3.75."

P. H. Miles, Tennessee.

Hoeing Plants on the Kellogg Farms

Constant hoeing prevents weed growth, and keeps the plants growing vigorously from start to finish. The hoe men also layers the runners so that the young plants will take root quickly and develop into strong, fruitful plants. No weeds or grass are allowed to grow in Kellogg fields, thus giving the plants all the fertility and adding vitality to the plants, which makes the Kellogg Thorobreds bigger producers and cheaper in the end.



Kellogg's Plants are Healthier

PROBABLY no other grower in the world takes as much care and pains in the tilling, fertilizing and soil preparation as we do. Then when it comes to selection, restriction and taking out the rogues to keep our plants pure we spare no expense. And the spraying, watering, and cultivation which Kellogg Plants get during growth is another big expense. But it is this extra care and expense that makes it possible for us to absolutely guarantee to you that every Kellogg Thorobred Plant is 100% Pure, 100% Healthy and true to name. That's why Kellogg Plants will thrive better and produce bigger crops of bigger berries for you than any other strawberry plants,—the same as they have done for the folks whose letters follow:

10 Years—None Better

"We have grown Kellogg Strawberries for the past ten years and always have an abundance of big, delicious berries of the highest quality. NONE BETTER." E. W. Day, Illinois.

Too Good to Sell

"Kellogg Strawberries certainly have the size, flavor and quality and are abundant fruited. We preserve and can our surplus as they are TOO GOOD TO SELL." D. D. Hubbard, California.

20 Years of Satisfaction

"Kellogg Pedigree Plants have proved entirely satisfactory to me and the berries have been the wonder of the neighborhood. I sent you my first order for plants while living in Wisconsin about 20 years ago and have continued to send you my orders ever since." T. J. Hammond, Oregon.

From Far East Japan

"We are pleased to advise you that the Kellogg Strawberry Plants you shipped us from your farm arrived here May 4 in excellent condition. Although the plants were twenty-seven days in transit, we believe every plant will survive the ordeal.

"Your method of cleaning and packing plants is far superior to the others. When your plants arrived the moss was still slightly wet and the plants still fresh and vigorous while the plants received from other American concerns were a total loss."

Stadelman & Co., Yokohama, Japan.

Dry Season No Set-Back

"The everbearing strawberry plants I got from you last spring have far exceeded expectations. The season was very dry here but the plants began bearing in August and continued to bear. We ate strawberries and cream the 9th of November. When snow fell the 12th the vines had plenty of berries and bloom on them."

Wm. Darnall, Illinois.

Spraying on the Kellogg Farms

Continual spraying with insecticides and fungicides insures Kellogg Thorobreds 100% healthy. Note the completeness with which the fine spray covers every leaf. We spray at intervals of every ten days to two weeks. No chance for insects or fungi to even start on the Kellogg Farms. That's why Kellogg Thorobreds are healthier.

**YOU WANT
Big Crops & Big Profits
then BUY**

KELLOGG'S Pedigree STRAWBERRY PLANTS

EVER since Kellogg Pedigree Plants were first originated they have grown in popularity, until today, the word "Kellogg" means "the best to be had in strawberries". Wherever strawberries are grown you will find "Kellogg's Thorobreds," the universal choice of discriminating people. Kellogg Thorobred Plants have demonstrated in every nook and corner of the United States and Canada that they are the world's most productive and consequently most profitable plants. It costs no more to prepare the soil, set the plants, and cultivate them when Kellogg Thorobreds are used than it does with the less productive kinds. Then why should you devote your time, land and money to anything but the best—Kellogg's?

Free Service

Remember that Kellogg maintains a Free Service Department whose sole object is to help you grow bigger crops of better strawberries. The benefit of our many years of strawberry experience is yours whether your order amounts to \$1 or \$1,000.

This FREE SERVICE Department will even help you select the best varieties for your conditions if you will write and tell us your needs. Ask any question you wish and complete information will be given you promptly, courteously and without charge. Every year our Free Service Department helps thousands of growers to get bigger crops and bigger profits. We will gladly help you in the same way.

Free Delivery

You don't have to stop and figure out the express or parcel post charges on your plants when you order from Kellogg. We deliver all our plants right to your town Free of Charge. Just make up your order for as many Kellogg Thorobred Plants as you want, send it to us,—and, at the proper time, (as nearly as weather conditions will permit) we will send your plants, all charges prepaid. This Free Delivery means a big saving to you because both the express and parcel post charges on strawberry plants are very high. Remember—"Kellogg Delivers the Goods"—right to your town absolutely free.

Kellogg's Back-Yard Garden

EVEN though you have only a small back yard you can find room for this garden because it only occupies a space 10 x 25 feet, and it only requires a few hours' time to prepare the soil and set the plants. You will get bigger returns for these few hours than in most any other way. This garden consists of 100 plants selected from four of our choicest varieties.

25 Delicious	\$0.85
25 Marsel85
25 Dr. Burwell70
25 Big Wonder70
Regular price	\$3.10

We want to get a Kellogg Garden in just as many homes as possible and as a special inducement we are going to let you have this complete garden at the special low delivered price of

Only \$2.85

Kellogg's Everbearing Garden

IT WOULD be difficult to imagine anything more profitable than a Kellogg Everbearing Garden, because within three or four months after the plants are set you begin picking big red berries, and you keep right on picking until the ground freezes. This garden consists of

200 Progressive Everbearing Plants

Progressive is recognized as the universal everbearer. Succeeds in all soils and climates. Occupies space about 20 x 25 feet. The regular price of this garden is \$4.85 but this year I am making some special bargain prices and so you may have this Everbearing Garden, delivered, for

Only \$4.35

Kellogg's Plants Give Bigger Crops

IT MAKES no difference how many strawberry plants you are going to set,—a back-yard garden or a 10-acre field.—Kellogg's Thorobred Plants grown the "Kellogg Way" will produce bigger yields and more profit for you than any other crop you can grow. In any climate,—in any soil, Kellogg's Thorobred Plants never fail to make good. We could show you a bushel basket full of letters like the ones printed below.

564 Quarts at 30c Per Quart

"From 600 Kellogg Thorobred Plants, we sold 564 quarts of berries this year and in addition, used a great many ourselves. Not a quart was sold for less than 30 cents. They certainly were fine berries and everyone who saw the patch remarked at the beauty of the berries and such unusual productiveness." Mrs. Arthur Smith, New York.

Three Quarts Per Plant

"My greatest strawberry success has come from Kellogg Thorobred Plants. I had plants that produced as many as 120 berries to the plant and 35 to 40 of these berries made a quart. Our small patch gave us all the berries we could eat three times a day during the summer and fall (the last on Thanksgiving Day), all we wanted to can for winter and the surplus berries paid all expenses."

Gaston Smathers, North Carolina.

Anyone Can Make Money

"My Kellogg Thorobred plants have produced an excellent crop of fancy berries this season which I sold at 30 and 35 cents per quart. As this was a new venture, I certainly am well pleased with results. By growing Kellogg Strawberries the Kellogg Way anyone can meet with success."

H. F. Weatherhead, Vermont.

\$125 from Only \$8 Investment

"I enclose order for Kellogg Thorobred Plants and remittance of \$30 in payment. Our last order amounting to only \$8, gave us \$125 worth of berries besides all we could use. We are VERY WELL SATISFIED."

C. C. Harn, Ohio.

Removing Blossoms on the Kellogg Farms

Kellogg Thorobreds are not permitted to produce blossoms—much less fruit. The two greatest strains on plant life come during the period of pollen section and seed production. Our method of removing the blossoms relieves the plants of this loss of vitality and naturally increases the fruit producing organism of the plants. This explains why Kellogg Plants give bigger crops.

Kellogg's Dibble

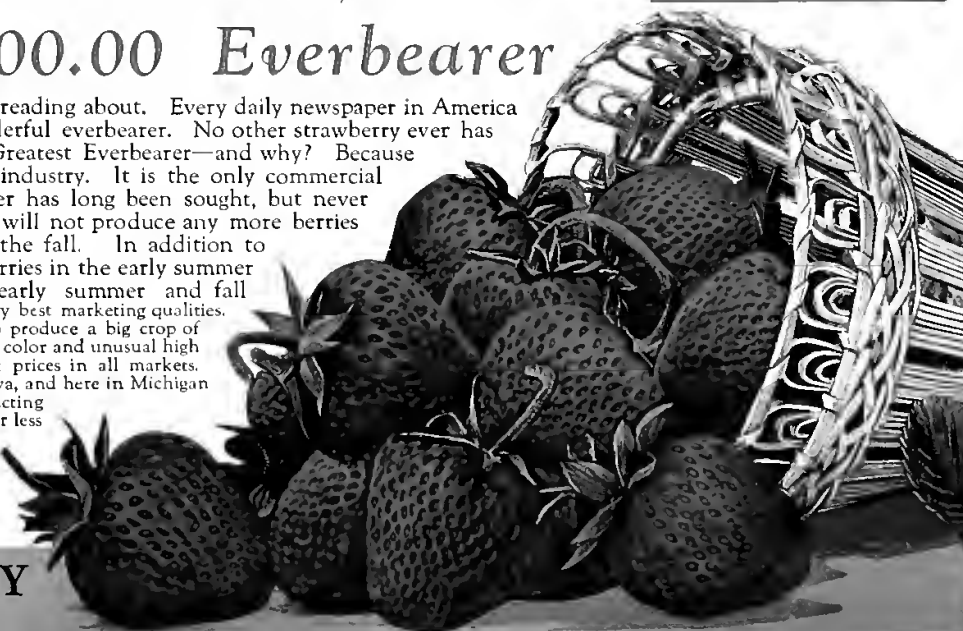
This is the best plant setting tool ever invented. The blade is wavy, or corrugated, so that it makes a corrugated opening in the soil. This gives the roots a more natural position when placed into the opening. Kellogg's Dibble is made from a single piece of high-grade steel—no rivets to come loose. Order as many of these dibles as you want on a money back guarantee. Kellogg's Dibble must please you, or you get your money back. Delivered Prices:

1 Dibble	\$.65
2 Dibles	1.15
3 Dibles	1.50
12 Dibles	5.00

Our New \$50,000.00 Everbearer

THIS is the Everbearing Strawberry you have been reading about. Every daily newspaper in America and Canada carried the story of this most wonderful everbearer. No other strawberry ever has received so much publicity as Rockhill, America's Greatest Everbearer—and why? Because Rockhill is destined to revolutionize the strawberry industry. It is the only commercial everbearer ever originated. A commercial everbearer has long been sought, but never before achieved. The best of the standard varieties will not produce any more berries in the early summer than Rockhill will produce in the fall. In addition to this heavy fall fruiting, Rockhill produces as many berries in the early summer as the best of the early June varieties. Both early summer and fall berries are large, highly colored, richly flavored, and of the very best marketing qualities. Since the origination of Rockhill in 1918 it never has failed to produce a big crop of Rockhill quality berries both summer and fall. The size, shape, color and unusual high quality of Rockhill berries are sure to command the highest prices in all markets. After seeing this variety fruiting on the originator's ground in Iowa, and here in Michigan under two entirely different conditions, we feel safe in predicting that it will be some years before the Rockhill berries will sell for less than 40c to 50c per quart, because folks are willing to pay for quality and Rockhill berries surely have the quality. The plants are so extremely hardy that they will thrive in the coldest climate. All strawberry experts who have seen the Rockhill fruiting agree with us that it is the greatest strawberry under the sun.

R. M. KELLOGG COMPANY
THREE RIVERS, MICHIGAN, U. S. A.





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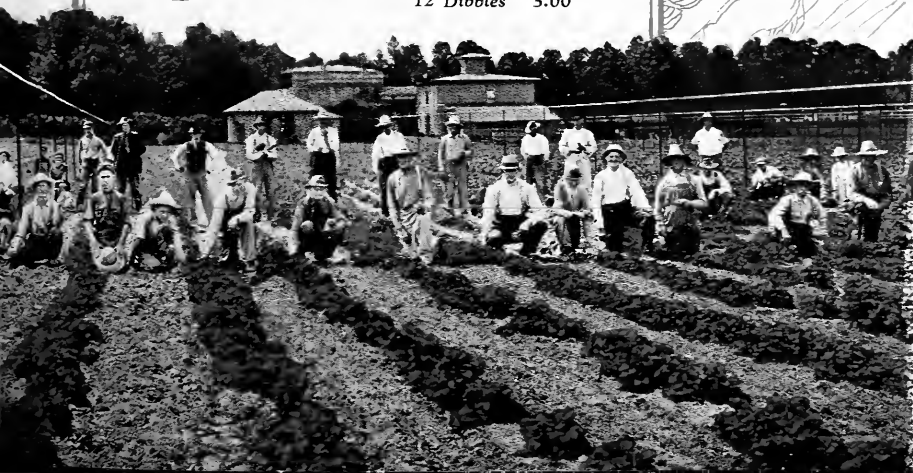
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B23-3000

Buy

YOUR
STRAWBERRY PLANTS
BY THIS TRADE MARK

The Symbol of QUALITY *and* SATISFACTION



BUYING your strawberry plants by this trade-mark is your guarantee of quality and satisfaction. This trade-mark is registered in the United States Patent Office. It is your protection as well as ours. This trade-mark on the package carrying your plants insures you the genuine Kellogg Thorobreds, which are 100% pure, 100% healthy and 100% productive. That is to say, every plant will be pure and true-to-name, free from insects and plant disease. With reasonable care each plant will produce its full share of big red berries.



Kellogg's Combination Garden

THIS is both a summer and fall garden, because it includes both the early summer and fall bearing varieties. In making up this garden we have been very careful in choosing varieties which are universal favorites, and which will thrive and produce on all soils and under all conditions. We have also been careful to select from hardy varieties which will require no special care or petting. Just give this garden half a chance and it will not be necessary for your family to go hungry for strawberries. Kellogg's Combination Garden consists of 200 plants which will occupy space about 20 feet by 25 feet and is made up of the following:

50 Progressive Everbearers	..\$1.90
50 Senator Dunlap65
50 Warfield65
50 Big Wonder 1.05
Regular Price\$4.25

Our special bargain price is only \$3.45 delivered.

R. M. KELLOGG CO.
THREE RIVERS, MICH.

\$3⁴⁵

**Delivered
FREE**